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LANDER COLLEGE



ANNUAL REPORT 1986-1987

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STATE DOCUMENTS

Lander

COLLEGE

Greenwood, South Carolina 29646

Office of the President

Telephone (803) 229-8300

November 1, 1987

Governor Carroll A. Campbell
The General Assembly of South Carolina
State House
Box 11450
Columbia, SC 29211

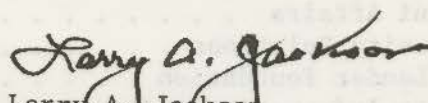
Dear Governor Campbell:

It is with pride that we forward the Annual Report of Lander College for the fiscal year July 1, 1986 to June 30, 1987.

Lander College was founded by the Methodist Church in 1872 and has been a state-supported institution since July 1, 1973. Since 1973, the enrollment of the College has grown from less than 900 to more than 2,300 students, and the physical plant has been undergoing renewal.

A close examination of this report will, I believe, reveal an institution which is characterized by growth, vitality, and careful planning for the future.

Respectfully submitted,


Larry A. Jackson
President

LAJ:nw

Enclosure

Celebrate The Arts

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HISTORY

Lander Collge was founded in 1872 by Samuel Lander, a Methodist clergyman. He opened the Williamston Female College in the town of his ministry, Williamston, South Carolina, and it remained a proprietary institution for 26 years. In 1898, the college gained the support of the South Carolina Conference of the Methodist Episcopal Church, South. The college was relocated at Greenwood in 1904 and renamed to honor its founder.

In 1948, when the Methodist Conference, pursuant to a policy of consolidation in educational efforts, decided to discontinue support of Lander College, interested citizens of Greenwood formed the Lander Foundation, a non-profit corporation, and leased the college from the church.

In 1951, the County of Greenwood obtained the college name and property from the Methodists. The South Carolina General Assembly created the Greenwood County Education Commission, known as the Lander Foundation, to serve as the board of control for the college. Lander thus became the only four-year liberal arts college in the United States to be controlled and financed by a county government.

On July 1, 1973, Lander College came under the control of the Board of Trustees of the State Colleges of South Carolina.

Lander was founded as a college for women and retained that image for many years. Men were admitted in 1943, and the institution is now completely coeducational.

STATUTORY AUTHORITY

An Act To Authorize the Transfer of Lander College to
The State of South Carolina

Be it enacted by the General Assembly of the State of South Carolina:

SECTION 1. The State of South Carolina is hereby authorized to acquire all that property known as Lander College, real, personal and mixed, from the Lander Foundation, a political subdivision created by Act 110 of 1951, and to operate the college as a State supported institution of higher learning.

SECTION 2. The Lander Foundation is authorized to transfer Lander College and all of its properties, real, personal and mixed, to the State of South Carolina under such terms as may be mutually agreed upon, and is further authorized to transfer endowment or trust properties and funds which are not to be transferred to the State to an appropriate foundation or eleemosynary corporation upon such terms as the trustees shall determine.

SECTION 3. The present governing body of Lander College shall continue its operation until July 1, 1973, at which time this body shall be dissolved, if at that time the college has been acquired by the State. After acquisition by the State, Lander College shall be governed by the State College Board of Trustees.

SECTION 4. This act shall take effect upon approval by the Governor.

In the Senate House the 13th day of June

In the Year of Our Lord One Thousand Nine Hundred and Seventy-two.

EARL E. MORRIS, JR.

President of the Senate

SOLOMON BLATT,

Speaker of the House of Representatives

Approved the 14th day of June 1972.

John C. West,
Governor

BOARD OF TRUSTEES

Joe E. Berry, Jr., Chairman
Columbia, South Carolina

James A. Rogers, Chairman Emeritus
Florence, South Carolina

F. Mitchell Johnson, Vice Chairman
Charleston, South Carolina

John E. Johnston, Vice Chairman
Greenville, South Carolina

Fitz-John C. McMaster, Vice Chairman
Winnsboro, South Carolina

D. Don Caughman, Secretary
Lexington, South Carolina

Allard A. Allston	Darlington, South Carolina
Mrs. Martha Barnette	Greenwood, South Carolina
Edward S. Ervin, III	Sumter, South Carolina
Peter D. Hyman	Florence, South Carolina
Alton E. Jones	Hilton Head, South Carolina
Mrs. Sara Liverance	Anderson, South Carolina
Ashriel I. Mose	Orangeburg, South Carolina
Alex M. Quattlebaum	Georgetown, South Carolina
Walker E. Solomon	Columbia, South Carolina
Mrs. Ellen Carter Watson	Spartanburg, South Carolina
Thomas W. Weeks	Barnwell, South Carolina
Mrs. Martha S. Whitener	Union, South Carolina

PRESIDENT

Dr. Larry A. Jackson

Larry A. Jackson was born in Florence, South Carolina, in 1925. He holds degrees from Wofford College, Union Theological seminary in New York and the University of the Pacific in Stockton, California. Dr. Jackson has served as Director of Santiago College in Santiago, Chile, and was founding Provost of one of the cluster colleges at the University of the Pacific.

He came to the Presidency of Lander College after having served for three years as Vice President at the University of Evansville in Evansville, Indiana.

Dr. Jackson is married to the former Barbara Atwood of Bethesda, Maryland and they have four children. Dr. Jackson and his family have lived for seven years in Chile, one academic year in India, and one academic term in England.

During the Second World War, Jackson served as a navigator in the Eighth Air Force in England.

He assumed his duties as President of Lander College on July 1, 1973, at the time that the institution came under control of the State College Board of Trustees.

ADMINISTRATIVE OFFICERS

President's Office

Larry A. Jackson President
Clara S. Bonds Administrative Assistant
Ann B. Herd Director of Community Relations and Budget
Finis E. Horne Athletic Director
Betty Dean Administrative Specialist

Academic Affairs

Oscar C. Page Provost & Vice President for Academic Affairs
Edward J. Stampf Assistant Vice President for Academic Affairs
Jean B. Boozer Administrative Assistant
Sam B. Davis Director of Media Services
Ann T. Hare Director of Library
Dennis J. Dulniak Director of Institutional Research
and Records
M. F. Lide Editor of the College Catalog
Jackie D. Roark Director of Admissions
Nira Spivey Secretary

Financial Affairs

W. E. Troublefield, Jr. Vice President for Business
and Administration
R. Dan Adams Director of Personnel
Bruce Cobb Systems Supervisor
Emily Collier Purchasing Agent
George S. Franke Director of Physical Plant
Judy Gantt Bookstore Manager
Ann B. Herd Budget Supervisor
I. M. Hubbard Financial Aid Officer
Rebecca Kidd Administrative Assistant
M. F. Steinberg Printing Manager
M. Blair Willingham Accountant

Development/Alumni Affairs

Jeff J. May Vice President for Development
and Alumni Affairs
Eleanor Teal Administrative Assistant
Charlotte Cabri Public Information Director
David Walls Public Information Specialist
Kate Stone Administrative Specialist

Student Affairs

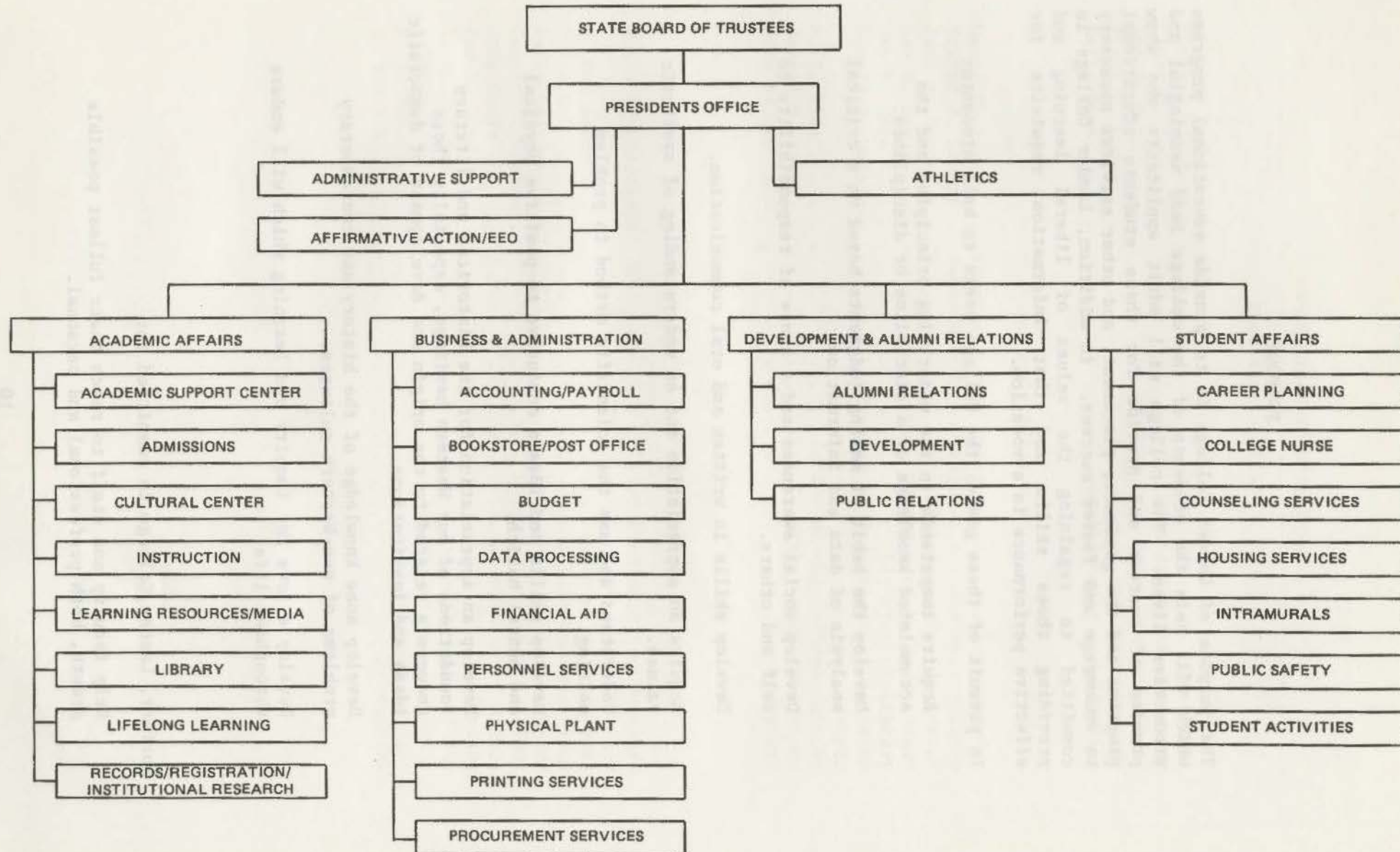
H. Randall Bouknight Vice President for Student Affairs
Pamela T. Bartley Administrative Assistant
Frederick C. Bosarge Dean of Students/Director of
Counseling Services
Curtis Harkness Student Services Specialist
Charles Hershey Director of Intramurals
Elizabeth Jervey Director of Career Services
Lewis M. Morgan Chief of Public Safety
Caroline Scott Director of Student Activities
W. Douglas Spears Residence Life Director
E. Van Taylor Student Life Assistant
*Eugenia Barnette College Nurse

* Resigned May 1986

Emeriti Faculty

Marie Margaret Chisholm
Maybelle Coleman
Herbert A. Ellis
M. F. Lide
Roberta Major
Elizabeth C. Welborn

LANDER COLLEGE ORGANIZATIONAL CHART



PURPOSE

The purpose of Lander College is to provide educational programs which will help the students of the college lead meaningful and productive lives. The college will admit applicants who show promise of success and provide for these students educational programs and the guidance, placement, and other services necessary to encourage and foster success. In addition, Lander College is committed to regaining the values of liberal learning and providing those skills and that information requisite for effective performance in a vocation.

In pursuit of these goals, the College seeks to help students:

Acquire competence in the underlying principles and the accumulated knowledge of a discipline or disciplines.

Develop the habit of making judgments based on a critical analysis of data and information.

Develop social awareness and a sense of responsibility to self and others.

Develop skills in written and oral communication.

Acquire an appreciation and an understanding of aesthetic values.

Understand and use the scientific method in problem solving.

Develop skills and ideals conducive to positive physical and mental health.

Develop an appreciation for the historical and literary foundations of our Western heritage, especially those documents related to the origin and development of democratic ideas and institutions.

Develop some knowledge of the history and contemporary problems of non-Western cultures.

Develop a love for inquiry and learning which will endure throughout life.

Further, Lander College is committed to:

Help faculty and staff to reach their fullest possible growth, both professional and personal.

Administer the affairs of the college in an open, objective, and orderly fashion.

Provide cultural opportunities for the college's constituents.

Serve as a commuting college for the region and provide residential facilities for non-commuting students.

Provide lifelong learning experiences.

ACCREDITATION

Lander College is a fully-accredited, four-year, public coeducational liberal arts institution.

Lander is a member of the Southern Association of Colleges and Schools, the South Carolina College Association, the American Council on Education, the American Association of Colleges, the American Association of State Colleges and Universities, the National League of Nursing, and the National Commission on Accrediting.

ACADEMIC AFFAIRS

Academic Programs

The academic program at Lander College is offered through eight divisions and one school, each embracing one or more of the traditional academic disciplines. The eight divisions are: Education which is comprised of elementary and early childhood, education, home economics, business education, and a Master's in Education; Fine Arts which includes art, music, speech and theatre; Physical Education and Recreation; Humanities which offers majors in English and French and courses in philosophy and religion; Science and Mathematics which offers majors in biology, chemistry, mathematics, medical technology, and computer science and courses in physics; Nursing; History and Political Science made up of anthropology, history, and geography; and Behavioral Sciences with majors in sociology, psychology, and a concentration in gerontology. The School of Business offers programs in general business administration, accounting, management, marketing and economics.

A major accomplishment in 1986-87 was the addition of the Trustees' Honors Program. This program is designed for outstanding high school graduates who are interested in a more challenging academic experience that involves an international dimension. Each student participating in the Honors Program will take courses in the general education component comparable to other students. However, a non-credit course focusing upon a book STATE OF THE WORLD by Lester R. Brown, et al. will broaden their academic experience to include an assessment of world problems. An additional requirement in this program is that each student will spend one semester in England. After a visit to several English institutions, it was agreed that Plymouth Polytechnic will host the first group of students in the fall of 1988. The students will go to Plymouth in September 1988, study in the regular program at that institution through December, and then return to Lander College to continue their undergraduate program. The Trustees' Honors Program is designed as a freshman/sophomore experience so that the student can move from this program into any major program that is offered at Lander.

This was the year of "firsts" for Lander College. For the first time in the history of the college, students completed the Dual Engineering Program at Clemson University. Two students received a B.S. Degree in math from Lander one week and a B.S. in engineering from Clemson the following week. These were the first students to complete a program that had been in existence for several years; however, several students are now enrolled in the program, and it is anticipated that the Dual Degree Program will produce students on a regular basis. A second "first" was the completion of an Upper Division Honors Program by students at Lander College. At the same time the Trustees' Honors Program was being introduced, the Upper Division Honors Program was producing

its first graduates. Two students completed the biology major with honors. The final "first" to be noted relates to the Nursing Program. In May the college had its first graduates from the Bachelor of Science Degree in Nursing. Out of the twelve students who graduated, two have received major scholarships to continue their education at the Master's level. This confirms the belief of the faculty that the first students graduating from this program were qualified and will be outstanding representation of Lander College.

Courses of Study

Major programs leading to Bachelor of Arts and Bachelor of Science degrees are offered in the following fields: art, biology, business administration, business education, chemistry, computer science, early childhood education, English, French, interdisciplinary studies, physical education and recreation, history, home economics, mathematics, medical technology, nursing, speech and theatre, political science, psychology, and sociology. The Music Education degree program is offered under the Bachelor of Music Education degree. In addition to the undergraduate programs, Lander offers one graduate degree which is a Master of Education degree in Elementary Education.

The Faculty

During the academic year 1986-1987, the Lander College faculty numbered 107 full-time faculty members whose primary responsibility was instruction. In addition, four professional librarians who have faculty status, and three lecturers who have both teaching and administrative responsibilities taught in the program. Supplementing the full-time faculty was a group of 26 part-time faculty members teaching in various areas of the college. When these figures are combined, Lander College had a full-time equivalency faculty of 111. Faculty/student ratio for the Fall Semester in head count was 1 to 19. Sixty-two percent (62%) of the full-time teaching faculty hold the doctorate.

Admissions

The enrollment at Lander College in 1986 was 2,290. The full-time equivalency enrollment in the fall of 1986 was 1,950. The second session of summer school in 1986 had an enrollment of 615, while there were 686 students enrolled in the first session of summer school in 1987. Of major significance to the college was the continuation of the May session which had begun in 1980 with 127 students enrolled. In May 1987, 539 students were enrolled in the program. This was a record enrollment for this term. Applications for admissions continue to run at a record high every

year and, as indicated by the enrollment figures noted above, Lander College is serving more students than ever before as applications and enrollment continue to climb.

Library

In 1986-87 circulation was 36,761. More reference questions were asked during this year than in any other year.

Classes on using the library and developing research strategies were taught to 47% of the fall semester FTE enrollment.

The periodical subscription list included 851 titles. Of these 77 were received through the state depository program.

A major gift of over 500 volumes was received from the Watson family. The collection contained many titles pertaining to South Carolina.

The conversion of the bottom floor of the library building from classroom space to library space was completed. Carpeting was installed, and the space is ready for shelving. The major problem continues to be lack of funds with which to purchase shelving. Lack of space will continue to be a problem until this space can be occupied.

A full-time librarian was added to the staff to make a total of four full-time librarians and six library technical assistants. Student assistants worked 6,684 hours.

Library Collection Statistics

1986-1987

	<u>Added</u>	<u>Withdrawn</u>	<u>Total</u>
Books	3,421	89	114,473
Bound Periodicals	215	0	7,145
Microfilm	687	0	14,186
Microfiche	5,117	0	32,970
Microbooks	0	0	14,014
Special Collection	1	0	53
Lander Collection	2	0	10
S. C. Documents	0	2	751
S. C. Documents	203	0	802
(Uncataloged)			
ERIC			
Paper	0	0	174
Fiche	910	0	7,544
Total	10,556	91	192,122

BUSINESS AFFAIRS

The Vice President for Business and Administration is responsible for the financial reporting and analysis of all college funds. This responsibility includes preparation of the annual college budget which is submitted to both the State Legislature and South Carolina Commission on Higher Education.

Other areas under the direct supervision of the Vice President include the Business Office (Accounting and Payroll); Central Purchasing and Receiving; Printing Services; Computer Services; Personnel; Financial Aid; Bookstore; Vending and Mail Service; and Physical Plant including capital improvements.

Accounting and Computer Services

Prior to 1985-86, computer services for the college were provided through a remote hook-up with Clemson. The college purchased an IBM 36 mini-computer in late 1984-85 and by early 1985-86 had the accounting and payroll system operational on the new system. During 1985-86, other administrative software was acquired and implemented including an on-line registration system. Additional refinements continued in 1986-87. The college continues to maintain one dedicated line to the Clemson computer for faculty and student academic computer needs.

Purchasing

The Purchasing Office is the contracting agent for the college for routine supplies and equipment. The Purchasing Office monitors a purchase order system both internally and with the cooperation of the State Purchasing Office. The Purchasing Office also controls Central Receiving and Central Stores and the office strives to insure that items ordered are delivered properly, distributed to the person requesting the order and to insure that the order is complete and satisfactory prior to authorizing payment to be made by the Accounting Department.

All equipment and supplies for the general operation and maintenance of the college are purchased through the Purchasing Office with the exception of library books which are purchased by the Librarian. During 1986-87, the office issued 4,394 purchase orders.

It is worthy to note that the Director of Procurement Services for the College is a CPPO (Certified Public Purchasing Officer) and the Procurement Officer in the office has earned the PPB (Public Professional Buyer) Certificate.

An audit of the purchasing operation was conducted by the Division of General Services during 1986, and the college was re-certified for the following purchasing limits under the model procurement code.

- \$20,000 per commitment - Goods and Services
- \$10,000 per commitment - Consultants
- \$25,000 per commitment - Construction Services
- \$10,000 per commitment - Information Technology in accordance with the approved IT Plan.

Printing Services

The Print Shop Manager is responsible for the operation and supervision of the printing and duplicating facility. Regular college forms, relatively simple brochures, posters, important committee reports, and similar materials are routinely produced. During the 1986-87 year, the printing services section was responsible for production of approximately 6,535 printing jobs, involving over 2.6 million impressions according to definitions of the State Printing Office. The manager also coordinates larger jobs sent out to commercial printers.

In addition to regular printing services, the department has responsibility for and oversees use and maintenance of a total copy system, a Royal copier, and mailing facilities. The Print Shop Manager makes a continuing study of printing costs with the objective of gaining a more efficient operation and upgrading the quality of jobs produced. The accuracy of such studies and the ability to estimate costs have been enhanced with the addition of a microcomputer and appropriate software in this area.

Personnel Services

The Personnel Department of the college is maintained to serve the best interests of the employees and the institution. This office is responsible for implementing the personnel policies of the college and the state. This office is also involved in procurement of non-academic personnel, position classification, wage and salary administration, orientation and training programs, employee relations, information systems, employee benefits, and other related functions. The college presently employs approximately 264 regular employees and about 126 temporary and seasonal employees.

The Personnel Director also serves as the EEO Officer for the College.

Financial Aid

Lander College administers a comprehensive program of financial aid which benefits both needy and worthy students. Applications for financial aid must be submitted to the Financial Aid Office. Eligibility must be established each year for which a student is requesting aid. A parent's confidential statement or student's financial statement must be submitted to determine eligibility.

Many scholarships are made available through the generosity of the Lander Foundation and other sources. Awards are made by a Financial Aid Committee. The Committee reserves the right to withdraw a scholarship from a student whose academic record is not satisfactory.

There are several loans and grants for worthy and needy students available through the Financial Aid Office. Among these are the National Direct Student Loan Fund, Federal Nursing Loan Fund, Guaranteed Loan Fund, Federal Nursing Scholarship Fund, and Pell Grants. The college through the cooperation of the Lander Foundation, also offers a short-term emergency loan fund to assist students.

The college also employs students on a part-time basis using both Lander College funds and Federal College Work Study funds. Jobs are available on a need basis and the assignment to positions are coordinated by the Financial Aid Office.

Book Store

The College Book Store is a quite functional facility and allows the students ample room to browse at their leisure. Among the many items available to students, in addition to textbooks and supplies, are sweaters, class rings, mugs, toilet articles, stationery and numerous other items. The college has a published refund policy which is posted in the Book Store.

Vending Machines

The college also maintains a limited number of vending machines which are contracted to several companies. The college receives a commission on the sale of items such as fast food, soft drinks, and other sundry items.

Mail Service

The Book Store Manager is directly responsible for all incoming mail. A full-time employee reporting to the Book Store Manager staffs the college post office on a daily basis to sort all mail

for administrative offices, faculty, staff and students. Each boarding student and all college departments have a post office box in the college post office. The majority of all outgoing mail is distributed to a central location and is processed by the Print Shop.

Physical Plant

Capital Improvements

The Lander College campus comprises approximately 85 acres located two blocks from the downtown business district of Greenwood. Ivy covers the walls of the eighty-three year old edifice which up until 1982-83 housed most classrooms and offices for faculty and administration. Other older buildings stand near more modern structures.

A Master Plan for the development of Lander College was completed during the 1973-74 academic year. The plan provided for the expansion of college facilities, making use of all available campus property.

The development of the "New Lander" to date consists of a new Library, new Student Center, new Learning Center, and a new Cultural Center. The library was designed by Freeman, Wells & Major and constructed by Triangle Construction Company. The Library was completed August 1977.

The new Student Center was completed in December 1978. The firm of Craig and Gaulden were the architects and the construction work was performed by McKnight Construction Company.

The architectural firm of Tarleton-Tankersley designed the Learning Center. Construction of this facility was performed by E. L. Jones Construction Company and was completed in August 1982.

The new Cultural Center was designed by the firm of Craig, Gaulden, and Davis. Construction of the facility was by G. E. Moore, Incorporated and was completed in June 1987.

A new housing complex with a total capacity of 308 students was constructed in 1976. The housing was designed by Neal Architects and was built by Two State Construction Company.

The architectural firm of Wilbur Smith & Associates designed an outdoor activity center which included seven tennis courts. The project was constructed by Sherman Construction Company and was completed in August 1980.

During 1983-84, the College gained 124 additional dormitory spaces through a lease of newly constructed facilities adjacent to the campus. These facilities were constructed by the Lander Foundation.

During 1984-85, the program was developed for the fifth and last major building in the Master Plan, a facility for Physical Education and Recreation. Funding for this facility was requested in 1984-85 for 1985-86. Since a bond bill was not forthcoming, funding continued to be pursued during 1985-86 and was included in the 1986-87 Bond Bill. During 1986-87, the firm of CRS Sirrinc was selected as architect for this facility, and design development has begun with a projected completion date for the project of fall 1989.

In 1985-86, the college gained an additional 240 dormitory beds by entering into a two-year lease with option to purchase a new apartment complex adjacent to the campus.

The Physical Plant Department provides a continuous liaison between the college and the contractors, architects and engineers working on college projects.

Building Services

Physical Plant personnel include trade workers and custodians for the care of college buildings. Several trades are represented on the staff. They are able to handle most maintenance situations, minor and major refurbishing.

Considerable effort is required to keep older buildings usable until they can be replaced or fully renovated. (A few selected areas have been modernized). Equally diligent, however, must be work on the new buildings--keeping them in excellent condition and breakdown free through carefully planned preventive maintenance. Training programs are increasing the efficiency of Lander's custodial workers.

Groundskeeping

Groundskeepers are employed by the Physical Plant Department. A small crew maintains the exterior appearance of the campus. As increasing amounts of Lander's acreage become intensively developed, groundskeepers have increased efficiency through the use of modern machinery. During the summer, several people are engaged on a part-time basis to help improve the appearance of our grounds. In 1984-85 the college entered into an agreement with the Department of Corrections whereby a crew of three to five carefully selected inmates from the Greenwood Correctional Center assist the college's groundskeeping operations. This agreement has been extremely helpful in maintaining the campus.

Telephone Service

In July 1985, the college acquired and successfully installed an AT&T System 85 switch to handle all campus telephone services. The college also now owns all of its telephone equipment and cabling on the campus. Two maintenance personnel have been trained in telephone equipment installation and repair, and the Assistant Vice President for Facilities has attended AT&T training sessions in order to learn maintenance and repair of the switch itself.

With the installation of the new switch, the college's telephone service capabilities were greatly enhanced to provide many new features not previously available to users. Additionally, all student residence hall telephones were brought into the system with regard to long distance services. Students are now able to obtain an authorization code, make long distance calls, and be billed through the college.

Currently 395 student telephones and 212 faculty and administrative office telephones have been connected.

LANDER COLLEGE

FINANCIAL REPORT - FISCAL YEAR 1986-87

Revenue:

Education and General Revenue

Student Fees	\$ 3,303,147
State Appropriation	6,934,780
Grants and Contracts	273,435
Scholarships	202,110
Other Revenue	85,548
Total Revenue (Education and General)	10,799,020
Auxiliary Services	2,648,103

Grand Total Operating Revenue \$13,447,123

Expenditures:

Education and General

Instruction	\$ 5,136,023
Academic Support	899,924
Student Services	1,191,048
Institutional Support	2,015,789
Operating and Maintenance of Plant	1,318,542
Scholarships	224,110
Total Expenditures (Educational and General)	10,785,436
Auxiliary Services	2,837,471

Grand Total Operating Expenditures \$13,622,907

Capital Funds (1973-74 -- 1986-87)

State Capital Improvement Bonds Authorized . . . \$29,649,642

Housing Revenue Bonds:

Construction of Student Housing and Acquisition of Coleman Hall (Issued 1976) . . .	\$ 1,800,000
Total Capital Funds	31,449,642
Less Capital Funds Drawn Through 6/30/87	20,711,634
Total Funds Remaining to be Drawn at 6/30/87	10,738,008

DEVELOPMENT AND ALUMNI AFFAIRS

Areas and programs under the direction of the Vice President for Development and Alumni Affairs include Alumni Affairs, Public Information, Board of Visitors, and all college fund-raising activities.

Alumni Affairs

The purpose of the Lander College Alumni Association is to further the interests of Lander College and to promote among its present and former students and friends a spirit of good fellowship and loyalty.

Alumni participate in the Lander College Annual Fund Drive which begins in July of each year and ends in June of the following year. Funds from the drive are used for scholarships, support of the campus lecture series, student relations and discretionary funds for the President and other college officials.

A publication, Lander Magazine/Alumni News, is sent three times a year. It contains news of alumni and descriptions of Alumni Association activities.

Alumni are encouraged to return to campus often, and special opportunities are Homecoming in February and Alumni Weekend in the Spring.

Community Relations

It is important that a college and its community relate well to each other. The Office of Community Relations exists for the purpose of fostering that relationship between Lander College and its community, defined as the Upper Savannah Region, the State of South Carolina, and beyond. Community Relations in that context covers development, planned and deferred giving, seasonal fund-raising drives, and special projects involving community volunteers. Another objective is to maintain a high degree of public awareness of the scope of higher education services and opportunities available at Lander.

In addition to planning and development, the Office of Community Relations works closely with the Lander Foundation in monitoring its programs of scholarships, faculty development, property management, and investments.

Objectives of the office are achieved through personal contact, directing mailing of from 1-2,000 pieces, college publications, and news releases.

The Lander Foundation

The purpose of the Lander Foundation is to further the mission and goals of Lander College. The Foundation seeks to expand its assets to provide scholarships, faculty development funds for doctoral study, sabbaticals, postdoctoral seminars, and other professional development programs, and departmental support in various ways. The Foundation also provides limited venture capital for unique programs which may come to its attention from time to time.

The officers of the Lander Foundation are Martha W. Barnette, President; Charles Rogers, Vice President; Dr. A. Elbert Adams, Secretary and Recorder; W. E. Troublefield, Jr., Treasurer. The Office of Community Relations is the administrative center for the Foundation. Ann B. Herd, Director of Community Relations and Budget, serves as Executive Director.

Public Information Office

A general interest periodical, the 32 page Lander Magazine, is published three times a year. Public Information has incorporated the Alumni News into the Lander Magazine which is mailed to approximately 7,000 alumni and approximately 1,700 active supporters of the college as well as faculty, staff and administration. Admissions uses the magazine as a recruitment piece.

This office produces and mails news stories and features concerning the college to South Carolina daily newspapers and weeklies when appropriate and to area radio and television stations. The office also provides releases to students' hometown papers. A series of stories on non-traditional students was developed to help tap the adult/non-traditional student market.

Public Information serves as a liaison between the college and the press.

Public Information writes sports information releases and disseminates them to the news media. Public Information provides photography for all six sports.

A "Major Events" calendar is distributed to students, faculty and staff and is mailed to the parents of currently enrolled students and to Greenwood County alumni and friends of the college. Copies are available to Admissions for use as recruitment. The calendar includes lectures, cultural and sports events, registration and testing dates, etc.

A newsletter for parents of currently enrolled students is published and mailed to parents twice a year. Admissions uses the newsletter as a recruitment piece.

The Public Information Office provides photographs to accompany news releases and for college publications, and maintains a photo file on faculty and administrators.

The college's marketing program, including print, radio and billboard advertising, is conducted by Public Information, which also serves as a consultant in designing brochures and other print pieces for various departments within the college. Twelve billboards were placed throughout the state in the summer/fall of 1986. Public Information designed four permanent billboards and made arrangements for their construction. Among other promotional pieces developed by Public Information were: the President's Christmas Card, the alumni Hawaii trip brochure, a Cooperative Education brochure, a flier on opportunities to give to scholarships, and a Career Fair promotion piece.

The Lander College Weekly Bulletin is prepared and distributed to the entire college community. It contains news of meetings and upcoming college events.

Public Information developed the Celebrate the Arts marketing campaign to promote the new Cultural Center. The Major Events Calendar features the arts; all college stationery for 1987-88, a banner, college publications and fine arts programs for the year carry the theme.

Research on the need for a new marketing strategy in our admissions material was conducted, and approval of funding for a redesign of admissions material has been obtained for the 1988-89 publications.

Arrangements have been made with SCETV to produce an 8-10 minute recruitment video with Public Information to serve as the liaison between Lander and ETV.

Public Information each week provides three local radio stations with a two-minute tape on upcoming campus events.

To enhance the college's image within the community, the Public Information Office assisted in: the United Way Campaign; the Festival of Flowers, a Greenwood Chamber of Commerce event which annually attracts thousands of visitors to the community; and the SC Junior Closed Tennis Tournament, which brought 500 players, along with their parents, to the campus and the community.

Public Information served as the liaison for developing twelve pages of photographs, copy and layouts for the Lander Alumni Directory to be published in December 1987.

Public Information served as the liaison with author James Rogers, who will be publishing a book on Lander, Francis Marion, and the College of Charleston. Our office provided photographs and assisted the author's photographer during his photography session on campus.

The Public Information office is staffed by a director, writer, secretary whose time is shared with Community Relations and Budget, two part-time writers who each work ten hours a week, a part-time darkroom technician and a student assistant.

DIVISION OF STUDENT AFFAIRS

The student personnel staff under the direction of the Vice President for Student Affairs included the residence life director, assistant residence life director, a student program director, a student counselor, a director of career services, a registered nurse, an intramural director, and the director of public safety. The head soccer coach, who is also the academic counselor for athletes, has the additional responsibility of managing the Grier Student Center.

Goals of the student personnel program were to develop an atmosphere in which a student can find a sense of identity and purpose; to insure that the students are given an opportunity to develop self-discipline in their behavior and self-direction in their personal and intellectual growth; to provide informal learning programs that will increase self-expression and self-enrichment; and to provide an environment in which the individual student can develop his education and social abilities.

The various programs and services developed by the student affairs staff supplement the educational programs at Lander with orientation programs, academic records, leadership seminars, cooperative education programs, career placement, advisement of student organizations and activities, and other informal learning programs.

The Grier College Center was opened in January 1979, providing much needed space for the student affairs office. In addition to this office space the building contains a 475-seat cafeteria, campus store, post office, student organizations meeting rooms, and a recreation room. In addition to this, the student personnel program is responsible for operation of the Lander Recreation Center, which includes several meeting rooms as well as the college pool. Other facilities under the direction of the student affairs area are the tennis courts and weight room.

At the present time there are approximately 40 student groups and organizations on the Lander campus that provide the student body with opportunities to develop their interests and abilities outside the classroom. The student program director along with a faculty advisor works closely with each organization in planning and implementing various activities.

Health Services

Lander Health Services is located at the corner of Crews and Willson Streets. Health Services provides routine office care and the services of a college physician and nurse for all resident students. The registered nurse maintains office hours in the college infirmary and students are referred to the college physician for office visits. First-aid and emergency treatment are available to all students during class hours. The doctors of The Family Practice Center serve as the college physicians.

Residence Halls

During the 1986-87 academic year, Lander College housed 956 students. The housing office was staffed by a residence life director, assistant residence life director, and an administrative specialist. In addition to the full-time staff, there were 31 resident assistants and 8 resident patrols assisting with the residence hall program. Additional emphasis is being placed on the quality of life in the residence halls.

Counseling Services

Counseling services at Lander College are designed as a part of the student affairs program with emphasis in helping the college student grow in self-understanding toward the attainment of his goals. Counseling is available in the area of career planning, job placement, personal problems, academic affairs, and veteran's affairs. Students are also welcome to discuss any aspect of campus life at Lander. At various intervals during the year, informal group sessions may be scheduled for groups of students with similar concerns.

In August of 1986, Dr. Fred Bosarge was selected as the new director of counseling services. Dr. Bosarge received his Ph.D. from Florida State University and was Dean of Students at Northwestern State University prior to accepting the position at Lander as director of counseling services.

Career Planning, Placement, and Co-operative Education

The Career Planning and Placement Office provides students with a myriad of information concerning career planning and placement through a career library, course offerings, and individual counseling.

A Career Fair was held in October 1986 that attracted approximately 30 representatives of business, industry, and governmental agencies.

The office has communicated its goals and objectives to the Lander community by direct contact with faculty and students, a one-hour course offering, conducting career seminars for students and faculty, providing printed materials on various careers, and by bringing recruiters to the campus to interview students as prospective employees.

During the Fall of 1986, 24 students and 17 employers participated in the Co-operative Education Program. The Spring of 1987 had 22 students participating in the Co-operative Education Program along with 16 employers.

Athletics

Lander College competes in three men's and three women's intercollegiate sports. A faculty committee serves as an advisory group on eligibility, scheduling and other matters concerning the athletic program.

The men's and women's programs are regulated by the National Association of Intercollegiate Athletics (NAIA), and Lander College is a member of NAIA District Six.

The coaching staff for 1986-87 was Finis Horne, Athletic Director and Men's Basketball Coach; W. C. Meyers, Men's Assistant Basketball Coach; Dr. Joseph Cabri, faculty member and Men's Tennis Coach; Van Taylor, Men's Soccer Coach; Katrina Sacoco, Head Women's Basketball Coach, Head Women's Tennis Coach, and Sports Information Director; Doug Spears, counselor and Women's Softball Coach.

Public Safety Department

The Public Safety Department provided enforcement of traffic and parking regulations on the campus. In addition to these duties, the department is oriented in promoting programs to aid the safety and security of personnel and the property of the college. There are public safety officers patrolling the campus 24 hours a day with an increased number of officers assisting in patrolling the residence halls between midnight and 6 a.m.

Parking

The College issued approximately 2,000 parking permits last year. Permits were purchased at an annual cost of \$25 per vehicle. During the past year, the College allowed students, faculty, administrators and staff to park in any lot, thus eliminating pre-assigned parking areas. The college does issue fines for parking violations.

ANNUAL REPORT STATISTICS

Total Enrollment

		Fall 1986
Total Enrollment		
Head Count	2,290	
FTE Count	1,950	

Enrollment by Class

Freshman	854
Sophomore	498
Junior	367
Senior	358
Second Bachelor	20
Graduate	49
Nondegree	144

Enrollment by Sex

Male	881
Male Percent of Total Head Count	38.5
Female	1409
Female Percent of Total Head Count	61.5

Student Characteristics

Status	
White and Other	1871
Black	419
South Carolinians	2183
Out-of-State	107

Faculty Characteristics (FTE)

Professors	27
Associate Professors	38
Assistant Professors	31
Instructors	8.6
Others	15.57

Average Salaries of Instructional Faculty

Professor	36,025
Associate Professor	30,764
Assistant Professor	26,273
Instructor	20,562

